

Financial Freedom Report

Uncovering the aspirations of modern Australia



Financial Freedom Index

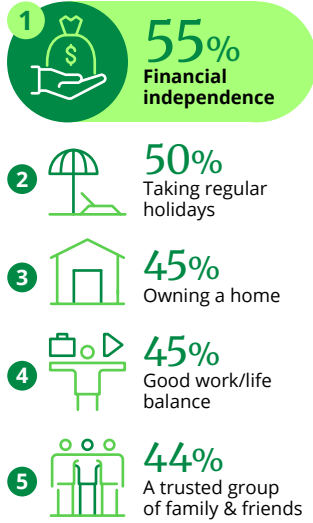
49

There is more to be done to support Australians in their ability to achieve financial independence and help them reach their dreams, with a score of **49 out of 100** in the inaugural Financial Freedom Index.

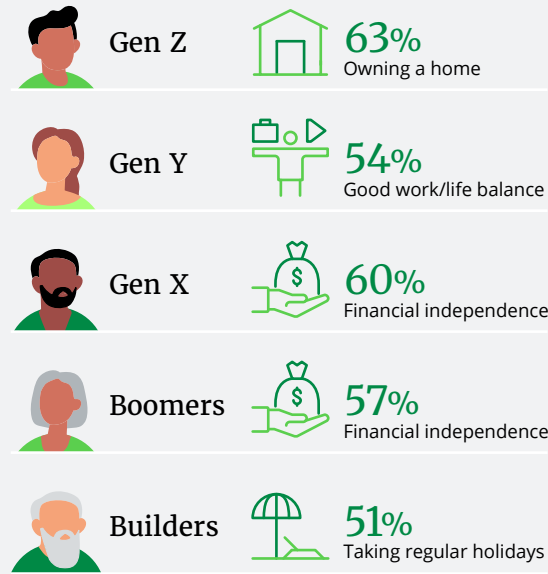


Australians' priorities have changed

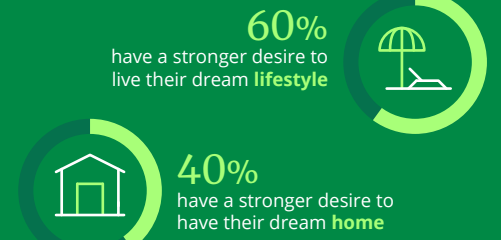
The most common aspirations held by Australians today are:



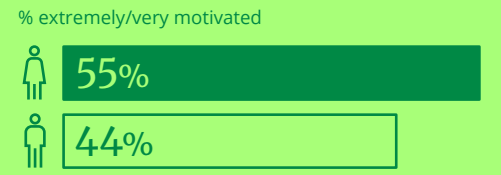
Top aspiration for each generation



Australians are pursuing their dream lives

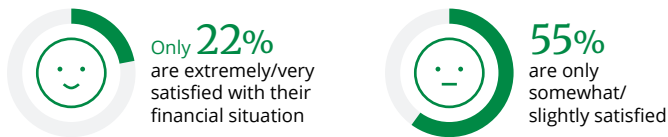


Females are working hard to achieve their dreams, showing more motivation than men

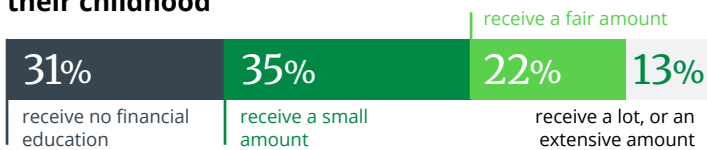


Despite poor foundations, Australians are eager to improve their financial literacy

Many Australians are not satisfied with their financial situation



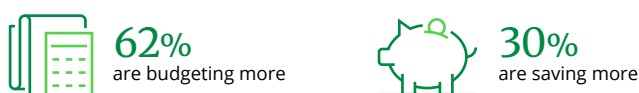
Australians receive limited financial education in their childhood



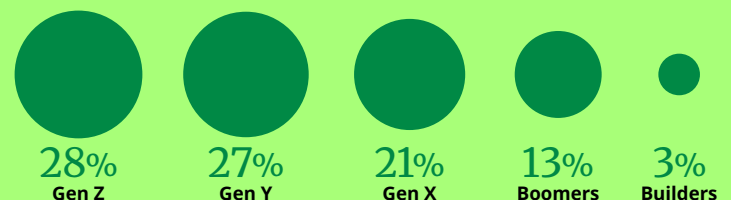
Australians are eager to improve their financial literacy



Since the pandemic, Australians are seeking to improve their financial situation



Young Australians are more driven than their older counterparts to improve their financial literacy



Methodology

Research and storytelling by McCrindle.
 Online survey of 2,511 Australians, representative by age, gender and location. In field 18-26 October 2022.
 Online survey of 1,007 Australians, representative by age, gender and location. In field 30 March-6 April 2023.